



KCRA
3 Television Circle
Sacramento, CA 95814
Main: (916)446-3333
Billing: (916)325-3266

www.kcra.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952351-1	09/30/12	September 2012	08/27/12 - 09/27/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Meredith Thompson	Eagle-Washingt	National

Advertiser	Product	Estimate Number
CA Future Free Market / Yes	CA FF/ YES ON 32	1009

Flight Dates	Order #	Alt Order #
09/18/12 - 09/27/12	952351	07904140

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	60	138

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/18/12	09/21/12	KCRA-TV News at 5am	5:00am-5:57am	-TWTF--	:30	4	\$1,150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -TWTF-- 4 \$1,150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA Tu 09/18/12 5:08 AM KCRA-TV News at 5am 5:00am-5:57am :30 CFF12TV01H \$1,150.00 NM 1 KCRA W 09/19/12 5:55 AM KCRA-TV News at 5am 5:00am-5:57am :30 CFF12TV01H \$1,150.00 NM 2 KCRA Th 09/20/12 5:27 AM KCRA-TV News at 5am 5:00am-5:57am :30 CFF12TV01H \$1,150.00 NM 4 KCRA F 09/21/12 5:29 AM KCRA-TV News at 5am 5:00am-5:57am :30 CFF12TV01H \$1,150.00 NM									
5	09/24/12	09/27/12	KCRA-TV News at 5am	5:00am-5:57am	MTWT---	:30	4	\$1,150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 MTWT--- 4 \$1,150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 09/24/12 5:21 AM KCRA-TV News at 5am 5:00am-5:57am :30 CFF12TV01H \$1,150.00 NM 1 KCRA Tu 09/25/12 5:54 AM KCRA-TV News at 5am 5:00am-5:57am :30 CFF12TV02H \$1,150.00 NM 3 KCRA W 09/26/12 5:56 AM KCRA-TV News at 5am 5:00am-5:57am :30 CFF12TV02H \$1,150.00 NM 4 KCRA Th 09/27/12 5:08 AM KCRA-TV News at 5am 5:00am-5:57am :30 CFF12TV02H \$1,150.00 NM									
9	09/18/12	09/21/12	NBC Today Show	7:00am-9:00am	-TW-F--	:30	3	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -TW-F-- 3 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 09/18/12 8:49 AM NBC Today Show 7:00am-9:00am :30 CFF12TV01H \$1,700.00 NM 2 KCRA W 09/19/12 8:50 AM NBC Today Show 7:00am-9:00am :30 CFF12TV01H \$1,700.00 NM 3 KCRA F 09/21/12 7:30 AM NBC Today Show 7:00am-9:00am :30 CFF12TV01H \$1,700.00 NM									
11	09/20/12	09/20/12	NBC Today Show	7:00am-9:00am	---T---	:30	2	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---T--- 2 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 09/20/12 7:22 AM NBC Today Show 7:00am-9:00am :30 CFF12TV01H \$1,700.00 NM 2 KCRA Th 09/20/12 8:40 AM NBC Today Show 7:00am-9:00am :30 CFF12TV01H \$1,700.00 NM									
13	09/24/12	09/27/12	NBC Today Show	7:00am-9:00am	M--T---	:30	4	\$1,700.00	NM



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Invoice #	Invoice Date	Invoice Month	Invoice Period
952351-1	09/30/12	September 2012	08/27/12 - 09/27/12
Advertiser	Product	Estimate Number	
CA Future Free Market / Ye	CA FF/ YES ON 32	1009	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	09/24/12	09/27/12	NBC Today Show	7:00am-9:00am	M--T---	:30	4	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 M--T--- 4 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 09/24/12 7:22 AM NBC Today Show 7:00am-9:00am :30 CFF12TV01H \$1,700.00 NM 3 KCRA M 09/24/12 8:36 AM NBC Today Show 7:00am-9:00am :30 CFF12TV01H \$1,700.00 NM 2 KCRA Th 09/27/12 7:22 AM NBC Today Show 7:00am-9:00am :30 CFF12TV02H \$1,700.00 NM 4 KCRA Th 09/27/12 7:57 AM NBC Today Show 7:00am-9:00am :30 CFF12TV02H \$1,700.00 NM									
14	09/25/12	09/26/12	NBC Today Show	7:00am-9:00am	-TW----	:30	2	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TW---- 2 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 09/25/12 8:26 AM NBC Today Show 7:00am-9:00am :30 CFF12TV02H \$1,700.00 NM 2 KCRA W 09/26/12 8:43 AM NBC Today Show 7:00am-9:00am :30 CFF12TV02H \$1,700.00 NM									
17	09/18/12	09/21/12	KCRA-TV News at 5pm	4:58pm-5:30pm	-TW-F--	:30	3	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -TW-F-- 3 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 09/18/12 5:30 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CFF12TV01H \$3,500.00 NM 2 KCRA W 09/19/12 5:29 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CFF12TV01H \$3,500.00 NM 3 KCRA F 09/21/12 5:24 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CFF12TV01H \$3,500.00 NM									
20	09/24/12	09/27/12	KCRA-TV News at 5pm	4:58pm-5:30pm	MTWT---	:30	4	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 MTWT--- 4 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA M 09/24/12 5:29 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CFF12TV01H \$3,500.00 NM 1 KCRA Tu 09/25/12 5:23 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CFF12TV02H \$3,500.00 NM 2 KCRA W 09/26/12 5:28 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CFF12TV02H \$3,500.00 NM 4 KCRA Th 09/27/12 5:14 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 CFF12TV02H \$3,500.00 NM									
24	09/18/12	09/20/12	KCRA-TV News at 6pm	6:00pm-7pm	-TWT---	:30	3	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -TWT--- 3 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA Tu 09/18/12 6:24 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CFF12TV01H \$3,000.00 NM 2 KCRA W 09/19/12 6:51 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CFF12TV01H \$3,000.00 NM 1 KCRA Th 09/20/12 6:29 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CFF12TV01H \$3,000.00 NM									
27	09/24/12	09/27/12	KCRA-TV News at 6pm	6:00pm-7pm	MTWT---	:30	4	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 MTWT--- 4 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 09/24/12 6:52 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CFF12TV01H \$3,000.00 NM 3 KCRA Tu 09/25/12 6:59 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CFF12TV02H \$3,000.00 NM 2 KCRA W 09/26/12 6:28 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CFF12TV02H \$3,000.00 NM 4 KCRA Th 09/27/12 6:43 PM KCRA-TV News at 6pm 6:00pm-7pm :30 CFF12TV02H \$3,000.00 NM									
31	09/18/12	09/21/12	KCRA-TV News at 11pm	11:00pm-11:35pm	-TW-F--	:30	3	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -TW-F-- 3 \$1,500.00									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



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Invoice #	Invoice Date	Invoice Month	Invoice Period
952351-1	09/30/12	September 2012	08/27/12 - 09/27/12
Advertiser	Product	Estimate Number	
CA Future Free Market / Yes	CA FF/ YES ON 32	1009	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
31	09/18/12	09/21/12	KCRA-TV News at 11pm	11:00pm-11:35pm	-TW-F--	:30	3	\$1,500.00	NM
09/17/12 09/23/12 -TW-F-- 3 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 09/18/12 11:22 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CFF12TV01H \$1,500.00 NM 3 KCRA W 09/19/12 11:13 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CFF12TV01H \$1,500.00 NM 2 KCRA F 09/21/12 11:33 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CFF12TV01H \$1,500.00 NM									
34	09/23/12	09/23/12	KCRA-TV News at 11pm	11:00pm-11:35pm	-----S	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/17/12 09/23/12 -----S 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 09/23/12 11:30 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CFF12TV01H \$1,500.00 NM									
35	09/25/12	09/26/12	KCRA-TV News at 11pm	11:00pm-11:35pm	-TW----	:30	2	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 -TW---- 2 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA Tu 09/25/12 11:30 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CFF12TV02H \$1,500.00 NM 1 KCRA W 09/26/12 11:29 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 CFF12TV02H \$1,500.00 NM									
37	09/21/12	09/21/12	DATELINE	10:01pm-11pm	----F--	:30	1	\$3,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/17/12 09/23/12 ----F-- 1 \$3,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA F 09/21/12 10:12 PM DATELINE 10:01pm-11pm :30 CFF12TV01H \$3,500.00 NM									
Total Spots							40		

Payment Terms 30 Days

<u>Gross Total</u>	\$85,900.00
<u>Agency Commission</u>	\$12,885.00
<u>Net Amount Due</u>	\$73,015.00